



# Reviewers Guide

**AppDeploy**  
The Application Deployment Information Center

<b>WELCOME TO APPDEPLOY!</b>	<b>4</b>
<b>CONTACT INFORMATION:</b>	<b>4</b>
<b>BACKGROUND</b>	<b>5</b>
<b>THE PACKAGE KNOWLEDGE BASE</b>	<b>8</b>
<b>THE SOFTWARE KNOWLEDGE BASE</b>	<b>9</b>
<b>COMMUNITY MESSAGE BOARDS</b>	<b>9</b>
<b>VIDEO AND THE APPDEPLOY LIBRARY</b>	<b>10</b>
<b>MSI ERROR DATABASE</b>	<b>10</b>
<b>DIRECTORY OF MANAGEMENT TOOLS</b>	<b>11</b>
<b>IT DOWNLOADS</b>	<b>11</b>
<b>TECH HOME PAGES</b>	<b>11</b>
<b>FREQUENTLY ASKED QUESTIONS</b>	<b>12</b>
<b>TIPS AND TRICKS</b>	<b>12</b>
<b>PRODUCT AND BOOK REVIEWS</b>	<b>12</b>
<b>TECHNICAL ARTICLES</b>	<b>12</b>
<b>DIRECTORY OF SERVICE PROVIDERS</b>	<b>13</b>
<b>INDUSTRY NEWS ROOM</b>	<b>13</b>
<b>NOTES:</b>	<b>14</b>

## Welcome to AppDeploy!

Thank you for reviewing the AppDeploy community website. AppDeploy is the industry's trusted resource for products and information on installation, deployment and systems management automation. By putting all of the information surrounding this subject in one place, AppDeploy eliminates the frustrating search for answers through vendor sites, discussion boards, search engines and technical publications. AppDeploy offers computer administrators a free and easy way to search for answers and best practices to a range of complex issues. As a result, the AppDeploy community has grown, and continues to grow.

This guide is designed to help introduce you to the many resources available on AppDeploy so you can get the most from this active community.

## Contact Information:

### Product Contact:

Bob Kelly  
Sr. Product Manager, KACE  
(650) 316-1095  
bob@kace.com

### PR Contact:

Erica Fenik  
Kulesa PR  
(650) 340-1977  
erica@kulesapr.com

### Company Contact:

AppDeploy  
PO Box 639  
Haymarket, VA 20168  
support@appdeploy.com

### Parent Company Contact:

KACE Networks, Inc.  
1616 North Shoreline Blvd, Suite B  
Mountain View, California 94043  
(888) 522-3638 office  
(650) 649-1806 fax

## Background

AppDeploy was founded by Bob Kelly in September of 1997. At the time, it was nearly impossible to find any shared information on the deployment of Windows or Windows Applications. While it was for this issue AppDeploy was born, it was initially a resource focused on the tasks of cataloging all known tools available in the desktop management space. These product summaries are still featured on the site today as the "Tools" feature of the site. But naturally more and more resources have been added over the years including message boards, community fed knowledge bases, articles, reviews, downloads and the list goes on. The key elements of this list of resources make up the bulk of this guide. As you review the features of the site it will become clear that AppDeploy has grown to the Internet's leading resource for desktop administrators that many of its frequent users depend upon in their day to day activities.

Currently AppDeploy features details on over 100,000 software applications, over 180,000 monthly visitors and a growing membership of over 18,000 registered users.

AppDeploy was voted "most important website for administrators" by the editors at TechTarget and is cited in most every book, article or discussion forum that touches on application deployment as a topic.

Eventually every IT shop comes to the realization that deployment of systems and applications must be more than an afterthought. Just bought 1,000 new computers? Just got the latest version of Microsoft Office? Who knows what to do next? Not doing it smart can cost an endless amount of time, money and frustration. No systems management tool can provide these answers—a community of experts is the only solution to the problem and AppDeploy exists to meet that need. Not only does AppDeploy provide this service, but it does so to an extent that no other site has ever attempted.

AppDeploy is managed and moderated by Bob Kelly. Bob is a 17 year veteran of the IT industry who has focused on desktop management for the last several years. He is author of the books *The Definitive Guide to Windows Desktop Administration* and the *Start to Finish Guide to Scripting with KiXtart*. He is a regular speaker at industry events like the Microsoft Management Summit and was an author of the Microsoft Business Desktop Deployment (BDD) feature team guides on the topic of application deployment.

In June of 2007 AppDeploy was acquired by KACE Networks, Inc. who has taken considerable steps to help ensure AppDeploy continues to grow and remains a leading free

"Having primarily been employed to manage our ZDM environment, stumbling across AppDeploy was one of the most productive discoveries I made." said Leon Hewit, a Systems Engineer at Curtin University of Technology. "Being an incredibly easy website to navigate, I am able to quickly search and find installation solutions for most applications. From command line switches to MSI modifications to registry fixes, AppDeploy has it all. Even better is that the solutions will work in any IT environment. Being a constantly up-to-date database of common and not so common applications, it's not only my first point of reference, but often the only place I need to look. AppDeploy is by far the most relevant and time saving resource for any technician involved in application deployment."

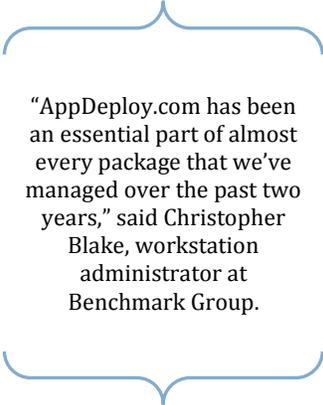
community. Several enhancements to the site have already been introduced including enhanced search (powered by Google), an improved submission process, updated forum software, a new software knowledge base and an improved look and feel.

Press:

- [KACE Speeds Systems Management for Computer Administrators With Acquisition of Global Online Community and Launch of AppDeploy Live](#)
- [AppDeploy, the Internet's Largest Free Online Community for Windows Administrators, Continues Momentum, Gains Thousands of New Users and Resources](#)
- [AppDeploy Teams With KACE™ to Deliver Real-Time Information on More Than 100,000 Applications through Software Knowledge Base](#)

### **The Problem**

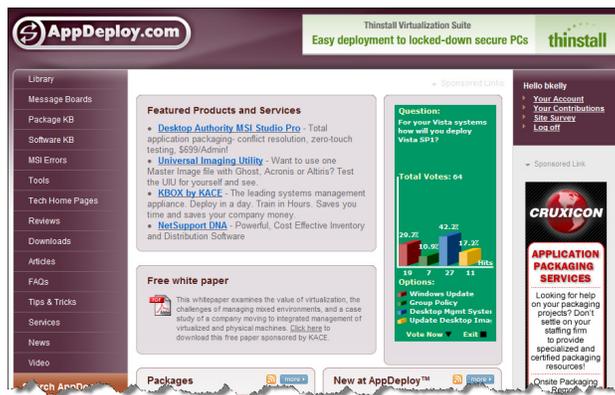
A new or updated application must be deployed to dozens, hundreds or even thousands of computers. Running from machine to machine just is not an option; the installation must be automated to run unattended! It has traditionally been a very difficult task to identify what (if any) support existed for any given application. Vendor websites seldom address the prospect of mass deployment and digging through news groups and blogs can be time-consuming and frustrating. Without help from someone who has "been there and done that" it can be a very tedious process to discover the ins and outs of deploying a specific application. This is largely due to the fact there is little consistency between how applications can be automatically installed (differences are even common between versions of the same application) and so even the most experienced can be slowed down by a troublesome installation. In an attempt to realize a customized silent solution, many take to "repackaging" installations (recreating the setup in a silent customized fashion) which can in and of itself introduce a number of additional pain points. As challenging as application deployment may be, someone else out there has very likely met that challenge already. Just a simple point in the right direction can save an administrator hours, even days.



"AppDeploy.com has been an essential part of almost every package that we've managed over the past two years," said Christopher Blake, workstation administrator at Benchmark Group.

### **The Solution**

AppDeploy provides this much needed resource by providing home to a community of IT professionals that focus on application and system deployment. Now there is a place to share notes, ask questions and read about tools and techniques that can make all the difference in the world.



## The Home Page

As you would expect, the home page is the window into the primary features of the site. Navigation to each feature of the site is provided on the left side of the screen, with account management and contribution links on the right.

Currently the site features a poll which is updated frequently. Past polls and their results can be found at <http://www.appdeploy.com/polls>

A peek at the latest packages, downloads and forum posts are provided with links to dig into any of the entries as well as a list of notices and news around the site itself.

The search is powered by Google and offers quick access to the over 10,000 pages of community contributed information (not to mention the papers, articles and over 100,000 items in the Software KB).

## Other Key Elements

There are a number of resources at AppDeploy, and the following sections will provide a summary and then some detail of each so you can quickly determine which areas command your attention:

- The Package Knowledge Base
- The Software Knowledge Base
- Community Message Boards
- Video and the AppDeploy Library
- MSI Error Database
- Directory of Management Tools
- IT Downloads
- Tech Home Pages
- Frequently Asked Questions
- Tips and Tricks
- Product and Book Reviews
- Technical Articles
- Directory of Service Providers
- Industry News Room

## RSS Feeds

There are several RSS feeds available so that members may stay on top of the latest information being contributed to AppDeploy. Feeds are available from any of the feature areas, or centrally at <http://www.appdeploy.com/rss>

## The Package Knowledge Base

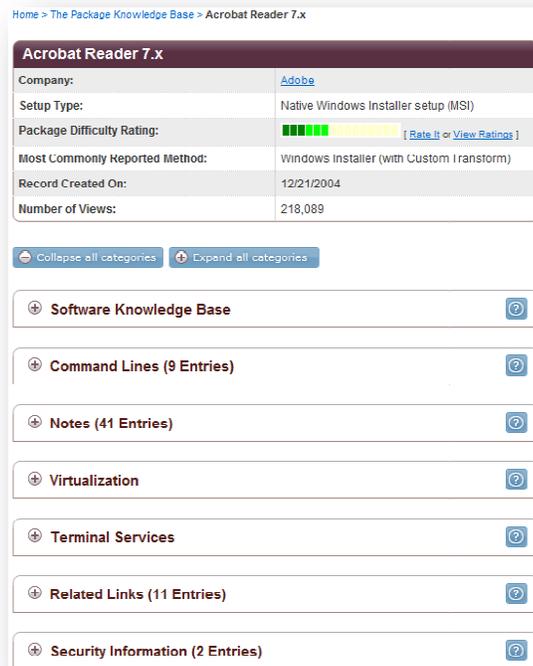
<http://www.appdeploy.com/packages>

The most popular resource on AppDeploy, the Package Knowledge Base is the place to obtain and share application specific details on the deployment of over a thousand different software packages.

The Package Knowledge base is a place for sharing facts. Questions to others are encouraged in the user forums (see below) but it is the intention of the Package Knowledge Base to provide a one-stop resource for all deployment tips specific to each version of a software installation. Members contribute regularly and each submission is reviewed and edited before being made available to the community.

Each Package Knowledge Base entry may facts broken down into the following categories:

- **Software Knowledge Base** – this is a summary of the information matching the application as looked up in the Software Knowledge Base (see below).
- **Command Lines** – this area offers common command line parameters that might be passed to the setup file in order to automate its installation and even control the behavior of the installation.
- **Notes** – this area is a catch-all for any “notes from the field” that users may wish to share that do not easily lend themselves to just one of the available categories.
- **Virtualization** – application virtualization is becoming more and more prevalent and it is here that users share tips on how to go about creating a virtualization package for this particular application.
- **Terminal Services** – getting applications to work with Terminal Server or Citrix can sometimes take a bit of effort; this is the place to share information on how to make these applications work in such environments.
- **Related Links** – just like it sounds, community members may provide links to other websites, blogs or even vendor provided resources to more easily help people locate other helpful resources that pertain to the deployment of the application in question.
- **Security Information** – With Windows XP SP2, getting applications to work in a locked-down environment became a bigger challenge and with Windows Vista providing an even more restricted experience for users, some applications will not



Home > The Package Knowledge Base > Acrobat Reader 7.x

Company:	Adobe
Setup Type:	Native Windows Installer setup (MSI)
Package Difficulty Rating:	★★★★★ [ Rate It or View Ratings ]
Most Commonly Reported Method:	Windows installer (with Custom Install)
Record Created On:	12/21/2004
Number of Views:	218,089

[-] Collapse all categories   [+ ] Expand all categories

- ⊕ Software Knowledge Base ⓘ
- ⊕ Command Lines (9 Entries) ⓘ
- ⊕ Notes (41 Entries) ⓘ
- ⊕ Virtualization ⓘ
- ⊕ Terminal Services ⓘ
- ⊕ Related Links (11 Entries) ⓘ
- ⊕ Security Information (2 Entries) ⓘ

work properly unless the administrator includes certain security changes along with the application installation. Here users share tips on what areas of the file system or registry may need to be relaxed in order for desired functionality to be realized.

The package Knowledge Base also provides a special XML file for use in custom scripts so that the details shared by the community may be leveraged as part of an internal management process. A VBScript Application is provided as an example for its use which may be further customized or integrated to help make this information even more accessible within any internal management process. This XML file and sample script may be found at <http://www.appdeploy.com/packages/xml>

## The Software Knowledge Base

<http://www.appdeploy.com/software>

The Software Knowledge Base is a relatively new feature of the AppDeploy website. Many users of KBOX management appliances have opted in to share information on applications in their environments. For any given application users may choose to specify a threat level and/or category to help themselves and other participants more easily categorize applications and identify those that may be undesirable. Users have opted in to provide this information to the community and may also choose to exclude any applications on a case by case basis.

Members can now browse over 100,000 software listings to find details on listed software including: Name, version, manufacturer, command line help, threat level and software category listings.

## Community Message Boards

<http://www.appdeploy.com/messageboards>

There are several active message boards where the community congregates to ask and answer questions of their peers. How to solve a specific problem or address an error—this is where the professionals that face deployment issues on a daily basis come to help one another. Forum threads are updated in real time and are not actively moderated to allow quick interaction between members. However, every post that is made is reviewed soon after it is posted to ensure there is no spamming, sharing of inappropriate information, or other problem information posted. The primary forums running today include:

- **Package Development** – Discussions around the silent installation of software by scripting or repackaging installations take place here.
- **Application Virtualization** – Application virtualization is an emerging technology in the support of application packaging and deployment, this forum is where discussions around the creation of these virtual packages take place for users of tools such as Microsoft SoftGrid, Altiris SVS, Thinstall, Zenocode and other products supporting this technology.

J2SE Runtime Environment 5.0 Update 6 (1.5.0.60)	
Full Name	J2SE Runtime Environment 5.0 Update 6
Version	1.5.0.60
Publisher	Sun Microsystems, Inc.
Contact	<a href="http://java.com">http://java.com</a>
Help	<a href="http://java.com">http://java.com</a>
ReadMe	C:\Program Files\Java\jre1.5.0_00\README.txt
Uninstall String	MsiExec.exe /X{3248F0A8-6813-11D6-A77B-00B0D0150060}
More Info URL	<a href="http://java.com">http://java.com</a>
Quiet Install String	%J2SE_INSTALLER_EXE% /qn
Command Line Help	<p>Standard MSI Commands: <a href="http://msdn.microsoft.com/bran/default.asp?url=/bran/en-us/msi/setup/commands_line_options.asp">http://msdn.microsoft.com/bran/default.asp?url=/bran/en-us/msi/setup/commands_line_options.asp</a></p> <p>Standard Installer Commands: %J2SE_INSTALLER_EXE% /qn %J2SE_INSTALLER_EXE% /qb</p> <p>Standard Uninstaller Commands: MsiExec.exe /X{3248F0A8-6813-11D6-A77B-00B0D0150060} MsiExec.exe /X{3248F0A8-6813-11D6-A77B-00B0D0150060} /qn</p> <p>Installation instructions: <a href="http://java.sun.com/j2se/1.5.0/jre/install-windows.html">http://java.sun.com/j2se/1.5.0/jre/install-windows.html</a></p> <p>Silent install instructions: <a href="http://java.com/en/download/help/silent_install.xml">http://java.com/en/download/help/silent_install.xml</a></p> <p>*This information has not been verified by KACE.</p>
Quiet Install String	%J2SE_INSTALLER_EXE% /qn

- **Distribution** – For those facing deployment issues with solutions such as Group Policy, KBOX, Tivoli, and others meet here to ask and answer questions.
- **Imaging and Unattended OS Installation** - Rolling out new systems with cloned drives, imaging software (Ghost, KBOX 2000, PowerDeploy, etc.), or scripted/unattended installations can present challenges and this is the place to discuss their solutions.
- **Systems Management** - General systems management discussions are the focus of this forum using any of the many solutions available on the market.
- **Job Board** - Looking for a job? Have a position to fill? People post resumes and job openings here with a focus on the availability and need of desktop management expertise.
- **Product Announcements** – Pushing products in any of the technical forums is prohibited, so this is the place to announce new releases, updates, and promotions for desktop management related solutions of interest to the community.
- **Off-Topic** - For non-deployment related discussions, including site feedback and suggestions are located here.

## Video and the AppDeploy Library

<http://www.appdeploy.com/video>

<http://www.appdeploy.com/library>

AppDeploy now features over 5 hours of instructional videos including presentations and demonstrations. While video availability has been traditionally limited to those subscribing to the AppDeploy Library, it is soon to be made generally available to all members (free of charge). Videos cover a wide range of presentations and “how to” demonstrations on subjects including:

- How to deploy some of the more common applications
- Best practices around deployment and repackaging
- How to take advantage of some of the more complex capabilities of the Windows Installer
- Desktop deployment topics including Microsoft’s Windows PE and Remote Installation Services

The AppDeploy Library (in addition to the videos) offers some exclusive papers and resources as well as an offline archive of the website. Each page of the website is offered in document form with a special viewer application so that users may quickly search for and manage information contained on the AppDeploy website in an offline desktop environment.

## MSI Error Database

<http://www.appdeploy.com/msierrors>

Windows Installer can be very complex to manage and troubleshoot. As such, it has its own internal set of error codes and messages unique to the Windows Installer. This online database describes each of the possible errors that may be encountered with suggestions and links to help on each. Additionally, this is yet another area where the community contributes. Members may offer suggestions and share their own experiences in dealing with any of the specific errors encountered which has resulted in the most comprehensive reference on the web today.

## Directory of Management Tools

<http://www.appdeploy.com/tools>

A clearinghouse of desktop management solutions are offered here with basic information, key links to the product website, and a description provided by the vendors themselves. Most of the products listed were submitted and are regularly updated by vendors to keep the community up to date on their latest versions and capabilities. All product listings here are actively moderated and are approved before being shown to the community. Product listings are limited to those of interest to the community and typically offer one or more of the following features:

- Desktop Management
- Event Management
- Handheld Management
- Installers
- License Management
- OS Provisioning
- Patch Management
- Remote Control
- Application Repackaging
- Scripting
- Server Management
- Settings Migration
- Software Deployment
- Testing and Quality Control

## IT Downloads

<http://www.appdeploy.com/downloads>

In contrast to the “Tools” feature of the site, the downloads section focuses on a wider range of solutions and provides only a brief summary and download link to help the community find potential solutions to address their areas of concern.

## Tech Home Pages

<http://www.appdeploy.com/techhomes/>

The tech home pages provide a one page window into several areas of the site with a focus on a particular a technology—Windows Installer (MSI), Pre-boot Execution Environment (PXE) or network boot disk creation. Each of these pages provides a list of tools that are related to the technology as well as related links to forums, FAQs, tips and tricks elsewhere on the site. For members wishing to focus on one of these key areas, the Tech Home Pages offer quick access to resources of interest throughout the site.

## Frequently Asked Questions

<http://www.appdeploy.com/faq>

One of the few areas not directly contributed to by the community, the FAQ feature of the site is authored by the AppDeploy management team exclusively. Questions are posed through the many feedback links of the site and through message board topic monitoring. The following subjects each have their own dedicated FAQ:

- Windows Installer
- Repackaging
- Pre-Boot Execution Environment
- Network Boot Disk creation
- Windows Sysprep
- VMware

## Tips and Tricks

<http://www.appdeploy.com/tips>

In a format slightly different than that of the Tips feature, this is a community contributed area where "tips and tricks" may be shared on any of the following topics:

- Distribution
- Imaging
- Migration
- Repackaging
- Setup Authoring
- Testing and QA
- Scripting

Like most other features on the site, all submissions to this area are reviewed, edited and approved before they appear to members of the community.

## Product and Book Reviews

<http://www.appdepoy.com/reviews>

Dozens of reviews on products and books of interest to the community may be found here. Reviews are performed by author and AppDeploy founder Bob Kelly. This area is also related to the "Tools" feature of the site in that any of the products listed there have a voting facility to indicate the desire for a review. Reviews may then be pursued based on the interest of the community. A running list of the most requested product reviews are listed here.

## Technical Articles

<http://www.appdeploy.com/articles>

White papers, articles and point papers from the AppDeploy team as well as community members may be found here. All resources here are freely available to everyone without registration.

## **Directory of Service Providers**

<http://www.appdeploy.com/services>

For some organizations, it is sometimes it is better to outsource the task of desktop management. These service providers may list themselves here free of charge where those who wish to engage such a service may enjoy the most comprehensive and focused list of specializing companies.

## **Industry News Room**

<http://www.appdeploy.com/news>

Companies may submit press releases and product announcements to this area which is frequented by those that want to stay on top of the latest in the world of deployment. The monthly newsletter highlights the most recent listings providing even further exposure.

